

## Message Text

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PAGE 01 LONDON 11974 01 OF 02 161934Z

64

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 CIAE-00 EB-11 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/077 W

----- 031446

P R 161704Z SEP 74

FM AMEMBASSY LONDON

TO AMEMBASSY PARIS PRIORITY

SECSTATE WASHDC PRIORITY 3929

INFO AMCONSUL BELFAST

AMCONSUL EDINBURGH

AMCONSUL LIVERPOOL

UNCLAS ECTION 1 OF 2 LONDON 11974

PARIS - FOR COMAFF AND PARIS TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: WOMEN'S READY TO WEAR TRADE FAIR, PARIS

REF: STATE 176916; USDOC 13766

1. BELFAST AND LONDON HAVE PROMOTED DEPARTMENT OF COMMERCE EXHIBIT AT PRET-A-PORER FEMININ TRADE FAIR, PARIS EXTENSIVELY. INTEREST IN U.S. FASHION INDUSTRY IS CURRENTLY HIGH PARTLY BECAUSE MORE AND MORE BUYERS FINDING PRICES U.S. FASHIONS COMPETITIVE.

2. LONDON HAS PREPARED LIST 30 FASHION BUYERS AND THREE LEADING JOURNALS FOR DISTRIBUTION INFO MENTIONED STATE REFTEL AND WOULD APPRECIATE RECEIVING SHOW PROMOTION MATERIAL ASAP.

3. ALSO NEED BROCHURES ETC FOR SUPPORT CONGEN BELFAST'S INITIATIVE IN GETTING MAJOR INTEREST THAT AREA. ITEMS FOR BELFAST SHOULD BE SENT DIRECTLY TO THE CONGEN.

UNCLASSIFIED

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PAGE 02 LONDON 11974 01 OF 02 161934Z

4. JUST RECEIVED USDOC 13766 REQUESTED INFO LONDON IS:

MRS. PARSONS  
'SOMETHING NEW'  
FENWICK'S  
NEW BOND STREET W1X 3BS

MR. J.B. FOSTER  
JOHN LEWIS PARTNERSHIP LTD  
10 CLIPSTONE STREET  
LONDON W.1.

MR. C. G. EVANS  
DIRECTOR OF FASHION MARKETING  
DEBENHAMS  
3 VERE STREET  
LONDON W. 1.

MISS L. LOCKHART.  
LEWIS'S LIMITED  
40 DUKE STREET  
LONDON W1A 2HP

MISS A. WILKINSON  
LADIES SWIMWEAR  
SELFRIDGES  
400 OXFORD STREET  
LONDON W. 1.

MR. W.S. LOUDON  
DIVISIONAL MANAGER (FASHIONS)  
HARRODS LIMITED  
87/135 BROMPTON ROAD  
LONDON SW1X 7XL

MR. JOHN M. HOESLI  
FASHION BUYER  
OWEN OWEN LIMITED  
103 KINGSWAY  
LONDON W.C. 2.

UNCLASSIFIED

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PAGE 03 LONDON 11974 01 OF 02 161934Z

FASHION CONTROLLER  
AWUASCUTUM LIMITED  
100 REGENT STREET  
LONDON W1A 2AQ

FASHION BUYER  
BOURNE & HOLLINGSWORTH LIMITED  
116/128 OXFORD STREET

LONDON W1A 2BH

FASHION BUYER  
LAURA ASHLEY  
SLOANE STREET  
LONDON SW1

REQUESTED INFO FROM BELFAST WILL FOLLOW ASAP.

5. POST ALSO SUGGESTS FOLLOWING MAJOR TRADE JOURNAL  
REPRESENTATIVES BE SEND ANY SPECIAL PRE-SHOW PROMOTION  
MATERIAL:

MR. EUGENE PATRICK DEMPSEY  
TEXTILE MERCURY LIMITED  
COBDEN STREET  
SALFORD  
MANCHESTER M6 6 PX

MRS. BEVERLEY MILLER  
FASHION EDITOR  
VOGUE U.K.  
THE CONDE NASTE PUBLICATIONS LIMITED  
VOGUE HOUSE  
HANOVER SQUARE  
LONDON W.1.

MR. FRANK ATHERDEN  
TEXTILE TRADE PUBLICATIONS LTD

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PAGE 01 LONDON 11974 02 OF 02 161936Z

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NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/077 W

----- 031462

P R 161704Z SEP 74  
FM AMEMBASSY LONDON  
TO AMEMBASSY PARIS PRIORITY

SECSTATE WASHDC PRIORITY 3930  
INFO AMCONSUL BELFAST  
AMCONSUL EDINBURGH  
AMCONSUL LIVERPOOL POUCH

UNCLAS SECTION 2 OF 2 LONDON 11974

PARIS - FOR COMAFF AND PARIS TRADE CENTER

KNIGHTWAY HOUSE  
20 SOHO SQUARE  
LONDON W1C 6DT

6. ALTHOUGH NOT FITTING DESCRIPTION EXACTLY USDOC  
REFTEL FOLLOWING POTENTIAL AGENTS AND BUYERS EXPRESSED  
EXCEPTIONAL INTEREST IN ATTENDING U.S. PROMOTION  
AT PARIS FAIR AND WE THEREFORE SUGGEST THEY ALSO GET  
PROMOTIONAL MATERIAL:

MR. MORRIS SKLADER  
DIRECTOR  
TRIDENT TEXTILES LTD.  
284 UXBRIDGE ROAD  
LONDON W12 7JA

MR. J.G. ROWLERSON  
DIRECTOR  
MARY QUANT LIMITED  
3 IVES STREET  
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PAGE 02 LONDON 11974 02 OF 02 161936Z

LONDON S.W. 3

MR. J.B. BICKLER  
MANAGING DIRECTOR  
BICKLER LIMITED  
WINDSOR AVENUE  
MERTN  
LONDON SW 19 2SR

MR. ALAN CORSSLEY  
DIRECTOR  
MARK RUSSELL LIMITED  
40 EASTCASTLE STREET  
LONDON W1N 7PE

MR. D. GLOVER  
CHAIRMAN  
J.G. GLOVER & CO LTD  
GLOUCESTER CESCANT

SOUTH WIGAN  
LEICESTERSHIRE

MR. B. SEGAL  
BERTROP AGENTS LTD  
53 WOLMER GARDENS  
EDGWARE  
MIDDLESEX

ANNENBERG

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 16 SEP 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974LONDON11974  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740259-0702, D740259-0158  
**From:** LONDON  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740943/aaaabkbh.tel  
**Line Count:** 233  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 5  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** STATE 176916; USDOC 13766  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** martinjw  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 27 MAR 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <27 MAR 2002 by maustmc>; APPROVED <30 JAN 2003 by martinjw>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WOMEN'S READY TO WEAR TRADE FAIR, PARIS  
**TAGS:** BEXP, UK  
**To:** COM PARIS STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005